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| Filing Date | 09/26/2003 |
| First Named Inventor | Shuhasheesh Anand |
| Art Unit | 3688 |
| Examiner Name | Champagne, D. |

Attorney Docket Number

50269-0600

NON PATENT LITERATURE DOCUMENTS

| Examiner Initials* | Cite No. ¹ | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | T ² |
|--------------------|-----------------------|--|----------------|
| | | European Patent Office "Communication Pursuant to Article 94(3) EPC", mail date June 23, 2008, Application number 04784060.8, Applicant Yahoo, Inc., 10 pages. | |
| | | Gallagher K et al."A Framework for Targeting Banner Advertising on the Internet" 7 January 1997, System Sciences, 1997, Proceedings of the Thirtieth Hawaii International Conference on Wailea, HI, USA 7-10 Jan. 1997, Los Alamitos , CA USA, IEEE Comput. Soc. US pages 265-274, XP010271845 ISBN: 0-8186-7743-0 | |
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